Billing Cycle

Order Share 28%

EOM/EOC

Billing Calendar BROADCAST

A35+

POL



Contract / Revision

Original Date / Revision

09/19/12

WDAF-TV

ORDER

Flight Dates 09/18/12-09/24/12

 Order Sep
 00:15:00

 Product
 Estimate #
 918924

 SPENCE 4 MO GOV
 Alt Order #
 09820258

 Agency Com
 15%
 Billing Type
 Cash

 Billing Contact
 Order Type
 GENERAL

Advertiser Spence, David/R/Mo Gov
814 King Street
Suite 400

09/19/12

575393

Alexandria, VA 22314 Demographic

Agency Smart Media Group LLC Rev Codes SP-POL PLC

Buying Contact
Sales Office DC-M Product Codes PL1Ea

814 King Street Sales Region NAT Priority 1

814 King Street
Suite 400
Agency Ref
Alexandria, VA 22314

Sales Region NAT
Priority
Advertiser Ref
Advertiser Ref

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 37% 48892 **KCWE** % 0 **KMBC** 24% 31714 KMCI % 0 **KPXE** % 0 **KSHB** 11% 14535 **KSMO** % 0

Market Value 132142

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount September 2012 43 \$31,450.00 \$37,000.00 0.00 08/27/12 09/24/12 \$31,450.00 \$37,000.00 Totals 43 \$31,450.00 \$37,000.00 0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Total Spots	s Amount
1	4 NEW/	09/18/12 SAT 9A	09/18/12	M-F 9-10a M-F 9-10a	CM-AII	9-10a	# T m m m m m	:30	1	\$250.00 1	0.00 NM	1	\$250.00
	St		End Date 09/23/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
2	4 NEWS	09/19/12 SAT 9A	09/19/12	M-F 9-10a M-F 9-10a	CM-AII	9-10a	W	:30	1	\$250.00 1	0.00 NM	1	\$250.00
	St	art Date	End Date 09/23/12	Weekdays W	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
3	4 NEWS	09/20/12 AT 9A	09/20/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	the time was \$\int_{\text{My}} also you	:30	1	\$250.001	0.00 NM	1	\$250.00
			End Date 09/23/12	Weekdays T	Spots/Week 1	Rate \$250.00	Rating 0.00						



575393

Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

Estimate # 918924

n Ch s	Start End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Tota Spots	Amount
4 4 0	9/21/12 09/21/12	M-F 9-10a M-F 9-10a	CM-Ali	9-10a	~F	:30	1	\$250.001	0.00 NM	1	\$250.0
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5 4 0	9/24/12 09/24/12		CM-All	9-10a	M	:30	1	\$250.00 1	0.00 NM	1	\$250.0
NEWS AT	9Δ	M-F 9-10a									
Start I		Weekdays	Spots/Week	Rate	Rating						
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6 4 0	9/18/12 09/18/12	M-F 12p-1p	CM-All	12-1p	-T	:30	1	\$375.001	0.00 NM	1	\$375.0
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NOON NE		Mantakasa	C4-887 t	m							
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	9/19/12 09/19/12		CM-All		W	:30	1	\$375.001	0.00 NM	1	\$375.0
. , ,	or 10/12.	M-F 12-1p	0.01-7-1,1	ır.ıh		.30	•	#315.00 i	Q.OU MIN	i	\$\$/\$.U
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		M-F 4-5p									
JUDGE JU		104 1 1		<b>.</b>							
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<del></del>	0/24/12 09/24/12	M-F 4-50	CM-All	4-5n	M~~~~~	:30	1	\$450.001	0.00 NM	1	\$450.0



575393

Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # 918924

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len St	note	Data Dri	Rtg Type	Tota	als Amount
14 4		12 09/24/12	M-F 4-5p	CM-All	Salar daniel de la company	M	:30	1013	\$450.00 1	0.00 NM	opots 1	\$450.0
H HPM	GE JUDY		M-F 4-5p									
	Start Date	End Date	Weekdays	Spots/Week	Pata	Rating						
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15 4		12 09/18/12	M-F 6-7a	CM-AII		-T	:30	1	\$600.001	0.00 NM	1	\$600.0
			M-F 6-7a						***************************************			
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•	Start Date 09/17/12	End Date 09/23/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
16 4		2 09/19/12	M-F 6-7a	CM-Ali		W	:30	2	\$600.001	0.00 NM	2	\$1,200.0
			M-F 6-7a				.49	•	dentes et a	0.00 (414)	***	ψ r,£00.0
NEV												
· ·	Start Date 09/17/12	End Date 09/23/12	<u>Weekdays</u> w	Spots/Week 2	<u>Rate</u> \$600.00	Rating 0.00						
17 4	**********	12 09/20/12	M-F 6-7a	CM-All		T	:30	1	\$600,001	0.00 NM	1	ወድርስ ብ
	991251	- 00:E0:15	M-F 6-7a	QIVI***	D-16	,	.20	,	\$900,00 I	U.UU NIVI	1	\$600.0
NEV	-											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
18 4	09/17/12	09/23/12	T M-F 6-7a	1	\$600.00	0.00		··········	4040.004			
18) 4	UBIZTI	14 UB/21/12	M-F 6-7a	CM-All	6-7 <b>a</b>	****	:30	1	\$600.001	0.00 NM	1	\$600.0
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_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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6	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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		End Date	Weekdays	Spots/Week	Rate	Rating						
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22 4	09/20/1	2 09/20/12	M-F 7-9a	CM-All	7-9a		:30	1	\$600.001	0.00 NM	1	\$600.0
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£ 1 1992 × 1	<b>1</b> 0		M-F 7-9a									
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	Start Date 09/17/12	End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
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			M-F 7-9a	- /- · · · · · ·			· <del></del> %	,	Andrews and gradual	A13034 12864	•	water. C
NEW	S									l		



ion **575393** 

Flight Dates 09/18/12-09/24/12

Hiatus Dates

<u>Original Date / Revision</u> 09/19/12/ 09/19/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # 918924

nrt Date (24/12) 09/22/13 nrt Date (17/12) 09/23/13 7A SUN (nrt Date (17/12) 09/23/13 EWS (nrt Date (17/12)	End Date 09/30/12 2 09/22/12 End Date 09/23/12 2 09/23/12 End Date 09/23/12 2 09/23/12 End Date	Inventory Code M-F 7-9a M-F 7-9a  Weekdays M Sa 7-9a Sa 7-9a  WeekdaysS- Su 7-9a Su 7-9a  WeekdaysS FOX News Sunda FOX News Sunda	Spots/Week  1 CM-All  Spots/Week 1	Rate \$600.00 Sa 7-9a Rate \$375.00 Su 7-9a	Rating 0.00S-  Rating 0.00S-	:30 :30	1	\$600.00 1 \$375.00 1	0.00 NM		*\$600.0
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2000 000 0		9-930p		(9:00 PM-9:3	30 PM)				l		
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		9-930p		•	30 PM)		-	and a proposition of the contract of the contr	0.00 1410	·	* (,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
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		<u>Weekdays</u>	Spots/Week	Rate	Rating						
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	<del>~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~</del>		**************************************			- 12.51	4	\$605 AO 1	A AA AILA	đ	6668 *
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Print Date: 09/19/12

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Flight Dates 09/18/12-09/24/12

**Hiatus Dates** 

<u>Original Date / Revision</u> 09/19/12/ 09/19/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # 918924

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	pots	Rate Pri	Rtg Type		itals Amount
36 4	09/23/1	2 09/28/12	4 4 mm	CM-All	1030-1102p	~~~~~ <u>~</u>	:30	1	\$025,001	0.00 NM	1	\$625.0
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<u>ى د</u> Week: 09		09/23/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$625.00	Rating 0.00						
37 4		2 09/18/12		<del></del>	630-7p	-1	:30	1 1	\$3,000.001	0.00 NM	1	\$3,000.0
		4 1	M-F 630-7p	***************************************	2-0 / P		.00		\$0,000.00 I	COO IAIRI	,	\$4,000.D
	L OF FO	RTUNE										
********	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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38 4	09/19/1	2 09/19/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	W	:30	1 5	\$3,000.00 1	0.00 NM	1	\$3,000.0
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<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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39 4	09/20/1	2 09/20/12	M-F 630-7p	CM-All	630-7p	~~~T	:30	1 :	53,000.001	0.00 NM	1	\$3,000.0
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41 4		2 09/19/12				W	:30	1 (	2,600.002	0.00		PA 600 A
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	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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42 4	09/20/1	2 09/20/12				T	:30	1 \$	\$2,000.002	0.00 NM	1	\$2,000.00
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N 44 4	09/24/1	2 Q9/24/12	M-F 630-7p	**************************************	630-7p	M	:30	1 9	3,000.001	0.00 NM	1	\$3,000.00
			M-F 630-7p		<b>L</b>		1		intoon an	0.50 (4)(4)	·	49,000,00
4-1-4-1	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				-		
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N 45 4	09/22/1	2 09/22/12	MLB on FOX Day MLB on FOX Day		Daytime	~~~~\$~	:30	2	\$200.004	MM 00.0	2	\$400.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				İ		
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